Event Planning Online Boot Camp Course

Syllabus

Instructor:

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Description:

This course is an introduction to the world of event planning, with an emphasis on starting a business, budget development, and income generation. While career development is highlighted, the course provides a variety of exciting new options for the novice in event planning. The course is illustrated with a workbook, supporting materials and a DVD sent to each student via Fed Ex prior to the course highlighting the major aspects of event planning.   Students can expect a weekly assignment in their inbox every Monday morning and assignments are due the following Monday for six consecutive weeks.

Texts:

To prepare in advance, we recommend reading the following books:

Start Your Own Event Planning Business *by Entrepreneur Press*

The Business of Event Planning: Behind-the-Scenes Secrets *by Judy Allen*

Requirements:

The course requires 4 assignments, 1 paper, and an assessment. The assignments are completed in either Word or Excel and should not exceed 2-3 pages of text weekly.   The paper and the assessment are based on the DVD, workbook, and critical thinking.

Grading:

Assignments: 40%
Paper: 10%
Assessment: 50%

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About the Course

The Event Planning Online Boot Camp Course, taught as a two day class throughout the nation has been designed specifically for the busy professional. Upon successful completion, students can expect to earn an event planning certification.

Week 1 – Fundamentals of Event Planning

Overview: We will introduce the major aspects of event planning. The first week walks each student through a step-by-step approach to successful event planning, which includes the top 10 things every event planner should know, budget development, critical paths, and Murphy's Law.

Week 2 – Negotiations & Contracts

Overview: Discover the income potential for professional event planners. The second week is dedicated to learning how to make money, how to conduct a consultation, how to negotiate with vendors, and how to create a contract.

Week 3 – Financial Management

Overview: We will take a closer look at the financial aspects of event planning, which includes sponsorships. The third week will also cover the importance of location when selecting a venue for various events and an analysis of event space capacities.

Week 4 – Food & Beverage and Room Set Up

Overview: The fourth week will cover BEOs (banquet event orders), menu planning, room set up and the remaining essentials such as staffing, volunteers, transportation and more!

Week 5 – Developing a Portfolio

Overview: During the online Boot Camp, you have already gained valuable exposure and experience in the world of event planning but now it is time to put it on paper. During this week, you will be challenged to create a portfolio filled with pictures of venues, invitation samples, color schemes, menus, timelines and more!

Week 6 – Wrap Up with Final Assignment & Assessment

Overview: The last week is a wrap up of everything covered during the course followed by your final assessment, which will determine your certification. Your assessment will be emailed to you during the sixth week upon your request and you will have 24 hours to complete. You will be notified immediately if you pass or fail.